

PROMTPRESS PUBLIC REPORT

Channel audit

ЧП РОССИИ



@chprussyia

Accidents, incidents, disasters, fires, road accidents and breaking news — no fluff. We publish only what really matters: promptly briefly fact-based...

SUBSCRIBERS

41 939

+38329 per month

ERR (% POST REACH)

6.0%

per day 4.6%

REACH/POST

2.4K

ad reach 1.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number says for which period it was calculated.

 SUBSCRIBERS 41 939 —	 SUBSCRIBER REACH 5.7% avg % of subs see post	 VIEWS/POST 2.4K median 2.5K · 15 days	 POSTS/WEEK 15.8 for the period
 TREND 7D — no data for period	 REACTIONS/POST 92.8 Total 3 154 react., 2 811 rep., 0 comm.	 POST LENGTH 427 chars median 361 · 15 days	 POSTS ANALYZED 34 15 days
 AD REACH 1.9K avg over 24h	 CHURN / MONTH +38329 last month	 CITATIONS 42 citation index · 878 channels mentioned all-time	 CHANNEL AGE 6 months 30 days created 24.01.2026

EDITOR'S AI SUMMARY

Channel «ЧП России» – 41 939 subs. Each post is viewed on average by 2.4K people (6% from subscribers), reach is low – should expand audience. Publishes 16 posts per week (~2 per day) – regular schedule.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **34** posts over 15 days.
- 02 Dominant format – **Photo** (18/34 posts).
- 03 Average post length – **427** chars (median 361).
- 04 Peak audience activity – **Friday**, 01:00 MSK.
- 05 Самые сильные посты собирают **by 1x** more views than the weakest (2.9K avg for top vs 2K for worst) – among 34 posts over 15 days. Worth analyzing what top posts have in common – topic, format, timing.

TOP 5 POSTS

Nº1 07.08 · 22:02 PHOTO Scientists have for the first time used AI to create new viruses that never existed in nature – The New York Times. Researchers from...	VIEWS 2 976 REPOSTS 38	REACTIONS 71 ER 7.1%
Nº2 07.08 · 19:49 VIDEO Five people died in a severe accident on a highway in Sverdlovsk region, – regional traffic police. Driver of a Renault Duster at the 10th...	VIEWS 2 834 REPOSTS 26	REACTIONS 48 ER 6.8%
Nº3 08.08 · 09:48 VIDEO ! In Ufa, a masturbating man accidentally photobombed a girl's reel. She was recording a motivational video when she spotted him in the background...	VIEWS 2 822 REPOSTS 81	REACTIONS 117 ER 6.7%

Nº4 08.08 • 12:44 PHOTO A wheel from «KAMA3» caused a fatal accident in Kalmykia, — MChS. On the Astrakhan — Elista — Stavropol highway, a truck wheel flew off...	VIEWS 2 777 REPOSTS 50 REACTIONS 72 ER 6.6%
Nº5 08.08 • 19:40 PHOTO Two teenagers drowned in Chita — one of them tried to save a drowning friend, — media. The tragedy occurred on the Ingoda River in the area...	VIEWS 2 682 REPOSTS 67 REACTIONS 120 ER 6.4%
BOTTOM 3	
↓ 19.08 • 14:48 VIDEO A girl almost died from a weighted blanket A blogger struggled with sleep issues her whole life: took melatonin, saw doctors and eventually...	VIEWS 2 074 REPOSTS 109 REACTIONS 88 ER 4.9%
↓ 17.08 • 11:20 PHOTO ! Man breaks traffic rules in his wife's Infiniti and is stripped of her car worth 2 million rubles — Moscow prosecutor's office. He had previously been prosecuted for...	VIEWS 2 051 REPOSTS 84 REACTIONS 148 ER 4.9%
↓ 17.08 • 13:11 VIDEO ! Car torn apart: 18-year-old driver dies after "weaving" in Kazan Umar, without a license, made dangerous lane changes in a "VAZ-2114"...	VIEWS 1 975 REPOSTS 53 REACTIONS 68 ER 4.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

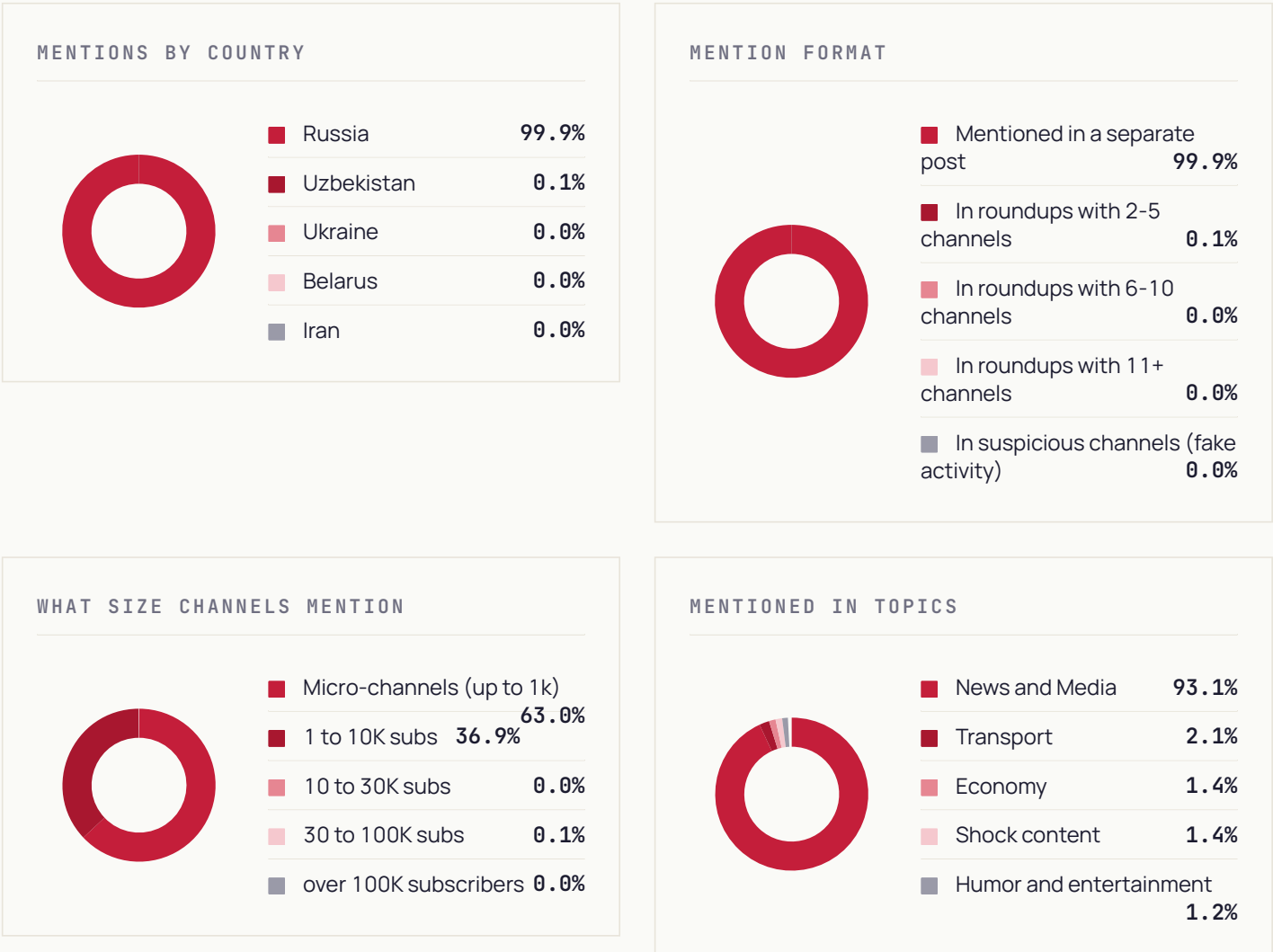
Subscriber growth chart for the year. On key months, exact sub counts. Shows in which months the channel grew, and in which subs left.



SECTION 04 · CITATIONS

Who and how mentions the channel

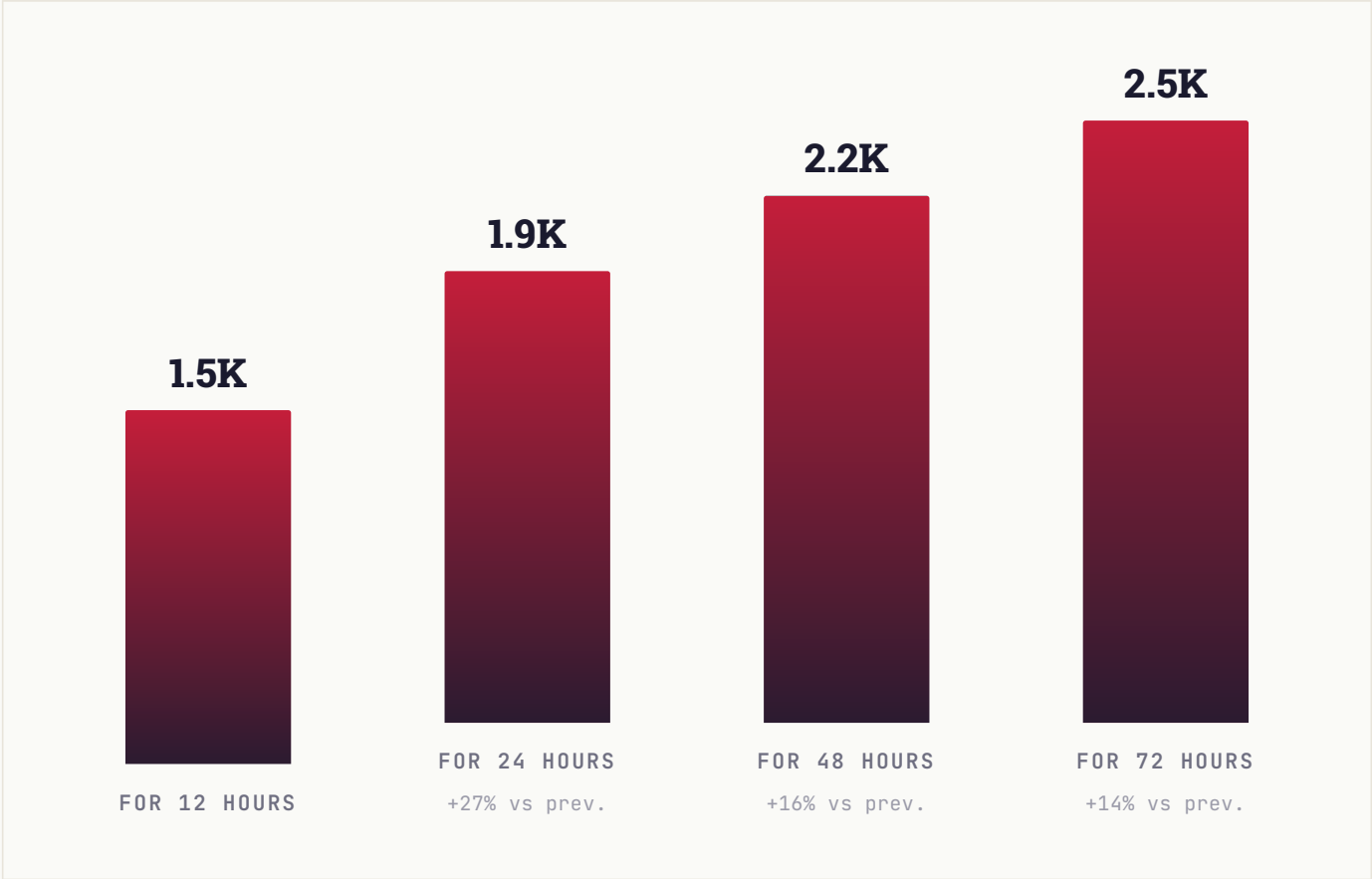
Citation index **42** — channel popularity rating based on mentions. Factors in not only their count but also weight of mentioning sources: a post from a channel with 100 thousand subs 'weighs' more than from a channel with 1 thousand. Over all time, the channel was mentioned **878** different channels.



— SECTION 05 · AD POTENTIAL

Post reach duration

Avg reach of an ad post by time since publication. Helps estimate how long a placement makes sense to 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
M• Moskva ch • Moscow News	4.3M
TL Топор Live	4.1M
PE Прямой Эфир • Новости	4M
M- Moscow is interesting	3.3M
PM Первый Московский	3.2M
MA Mash	3.1M
RN РИА Новости	3M
NM Moscow News	2.7M
MS Moscow today	2.7M
SR Russian media (non-Moscow)	2.6M
Reposts ЧП России YOU	41.9K

COMPARATIVE CONCLUSION

Channel so far outside niche top-99 — early growth stage. Niche leader — **Moskvach • Moscow News** (4.3M), median top-99: 776.9K. First goal — to enter top-99 via systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

Channel mention frequency

Monthly we track posts in other channels that mentioned your channel. Over the last **2 months** such mentions were **550**, they brought **25 135** new subs.

PERIOD	MENTIONS	CHANNELS	SUBSCRIBERS REFERRED
February 2026	1	1	4 532
January 2026	549	500	20 603

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
550	2	25 135

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar representing the distribution. A vertical line marks the median, and a red dot marks the 95% threshold. The channel's performance is indicated by a vertical line and a label.

Metric	Channel Value	Median	95% Threshold	Performance Status
SUBSCRIBERS	41,939	782.3K	3.2M	worse than median by 95%
AVG REACH / POST	2,389	71K	355.3K	worse than median by 97%
CITATION INDEX	42	2.6K	15.1K	worse than median by 98%

SUBSCRIBERS worse than median by 95%

median 782.3K

223.8K 41 939 — your channel 3.2M

AVG REACH / POST worse than median by 97%

median 71K

2.8K 2 389 — your channel 355.3K

CITATION INDEX worse than median by 98%

median 2.6K

5 42 — your channel 15.1K

— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Can check off as a checklist and return to this report in a month.

01

Top post of the week — Friday
 Audience most active on this day and at 01:00 MSK

EFFECT
Best window for important posts

02

Системная закупка трафика
 Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress matches sources to your niche.

EFFECT
+1000-3000 subs

03

Test polls and interactive formats
 Posts with polls/reactions typically add +5-15% to ER. One poll per week on a 'hot' topic — an easy growth point.

EFFECT
+5-15% ER

04

Cross-promo with neighboring channels
 Exchange posts with same-segment channels quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT
Relevant audience growth

05

Update channel description for Telegram search
 Telegram search looks at descriptions. Add 3-5 niche keywords — a source of organic traffic.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want this done PromptPress?

This audit — done in minutes from public data. To go further —
run ads with us and meet your growth plan in a month.

01

**Run ads on
Telegram**

<https://panel.promptpress.com/register>

02

Связаться с менеджером

t.me/PromptPress_manager